



U.S. General Services Administration



## **Outreach Europe and Africa 2010 Exhibitor Information And Application**

Dear Commercial Partner:

We are pleased to announce GSA's Outreach Europe and Africa 2010, the Overseas Products and Services Exposition for Federal buyers. This is the seventh exposition designed specifically for GSA's Federal Customers in Europe, Africa, and the Middle East. We are inviting customers from both appropriated and non-appropriated fund activities and have support from high-level authorities within the Departments of Defense and State.

The Expo will be held July 12-15, 2010, at the Millennium Hotel in Stuttgart, Germany. Booths are 3m (width) x 2m (depth) (approximately 9' x 6') and the cost is \$1,500 per booth.

Given the venue and targeted audience, GSA has established requirements that vendors must meet to ensure that exhibits represent the depth and breadth of product and/or service offerings and best support the customers located throughout Europe, Africa and the Middle East. GSA will review applications and select exhibitors based on the capability to support overseas requirements. To help in this determination, GSA will review past and potential performance, Multiple Award Schedule contract clauses for overseas capabilities and appropriate Special Item Numbers (SIN).



If you are interested in exhibiting and meet the required criteria, please read the information carefully, complete the application, and mail, fax or email it to:

GSA/FAS/3QC  
Attn: Jaime Kern  
Strawbridge Building, 10th Floor  
20 North 8th Street  
Philadelphia, PA 19107  
215-446-4891 (office)  
215-446-5115 (fax)  
[Jaime.Kern@gsa.gov](mailto:Jaime.Kern@gsa.gov)

All applications and credit card payments MUST be received by Friday, February 19, 2010. \*Transaction fee may apply.

**\*European-based exhibitors should contact Jaime Kern directly for more payment options.**

Check out our Web site at [www.gsa.gov/outreacheurope](http://www.gsa.gov/outreacheurope)

# Agenda



(Agenda subject to change)

<b>Saturday</b>	<b>July 10, 2010</b>	
	Set Up	0800-1700
<b>Sunday</b>	<b>July 11, 2010</b>	
	Set Up	0800-1700
<b>Monday</b>	<b>July 12, 2010</b>	
	Set Up	0800-1600
	Registration	0900-1600
	Professional Development Seminars	1400-1530
	Welcome Reception	1830-2030
<b>Tuesday</b>	<b>July 13, 2010</b>	
	Grand Opening	0930-1000
	Exhibits Open	1000-1500
	Professional Development Seminars	1400-1630
<b>Weds</b>	<b>July 14, 2010</b>	
	Professional Development Seminars	0800-1030
	Exhibits Open	1000-1500
	Professional Development Seminars	1400-1630
<b>Thursday</b>	<b>July 15, 2010</b>	
	Professional Development Seminars	0800-1030
	Exhibits Open	1000-1300
	Professional Development Seminars	1300-1530
<b>Friday</b>	<b>July 16, 2010</b>	
	Breakdown	0800-1200
<b>Saturday</b>	<b>July 17, 2010</b>	
	Final Freight Off-Site	
	(Exhibitors are responsible for return shipments)	

# Display Information and Fee Schedule



Each booth will include one electrical supply line with 220v/50H service. Rental of additional booth display products are also available for a fee and will be sent under a separate letter after application is received.

As a courtesy, GSA will facilitate the consolidation of shipments to Germany from a staging point in Burlington, NJ. Return shipments will be the responsibility of each exhibitor. Shipping instructions will follow under a separate cover.

Booths: 3m (width) x 2m (depth) (9' x 6') - **\$1,500**. All displays must be **CLEARLY** marked with the exhibitor name and booth number(s).

Mail, fax, or email Exhibitor Registration Form and Payment\* to:

GSA/FAS/3QC  
Attn: Jaime Kern  
The Strawbridge Building, 10th Floor  
20 North 8th Street  
Philadelphia, PA 19107  
215-446-4891 (office)  
215-446-5115 (fax)  
[Jaime.Kern@gsa.gov](mailto:Jaime.Kern@gsa.gov)

**\*European-based exhibitors should contact Jaime Kern directly for more payment options.**

Payment Terms: Exhibitor Registration Form must be accompanied by full booth payment. \*Transaction fee may apply.

Exhibitors are allowed two representatives for each booth purchased.

Pre-registration is **REQUIRED**. Please register at:  
[www.gsa.gov/outreacheurope](http://www.gsa.gov/outreacheurope)



Because of limited space at this location we are suggesting one booth per exhibitor. You may request a booth location on the registration form and we will try to accommodate your request. Preferred placement is on the form, but we do reserve the right to change booth locations when necessary.

Cancellation Policy: A full refund will be given for any cancellation received before April 15, 2010. No refund will be given after that date. Additional Information: Contact Jaime Kern at (215) 446-4891, fax (215) 446-5115, or e-mail: [Jaime.Kern@gsa.gov](mailto:Jaime.Kern@gsa.gov)

Other Valuable Information: Giveaways of nominal value are permitted in the booths only. The value of any individual giveaway or prize may not exceed \$20 in value for this event. Multiple gifts/prizes to the same federal attendee from your company cannot exceed \$50 in value over the course of one year.

# Application



Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_  
\_\_\_\_\_

GSA Contract #: \_\_\_\_\_

Schedule and SIN Number/s: \_\_\_\_\_

**Company Point of Contact for Expo planning purposes:**

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**POC attending Expo if different from above (name, email, phone):**

\_\_\_\_\_  
\_\_\_\_\_

1st Booth Choice: \_\_\_\_\_

2nd Booth Choice: \_\_\_\_\_

Products/Services to be presented:

\_\_\_\_\_

Method of Payment\*:

Card Type \_\_\_\_\_

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

\*Transaction fee may apply. You will receive confirmation once your booth space has been verified. Shipping instructions will follow thereafter.

# Floor Plan

